

ORDER



Orders

Order / Rev: 185239

Alt Order #:

Product Desc: American Crossroads

Estimate: 952

Flight Dates: 09/18/12 - 09/27/12

Original Date / Rev: 09/06/12 / 09/06/12

Order Type: GENERAL

KMGH

Primary AE: David Lombardo

Sales Office: EWSDC

Sales Region: NAT

Agency

Name: Crossroads Media Group

Buying Contact: Emily Milhoan

Billing Contact:

66 Canal Center Plaza, Suite 555

Alexandria,, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Issue/American Crossroads

Demographic: A25-54

Product Codes: PL23-Issue/Prop

Priority: PREEMPTIBLE

Revenue Codes: POL, POL-ISSUE, Unassigned

New Business Thru:

Order Separation: 00:10:00

Advertiser External ID: MAJ

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	3	\$15,600.00	\$13,260.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$15,600.00	\$13,260.00	0.00
Totals	3	\$15,600.00	\$13,260.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$15,600.00
Market	100%	\$78,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$15,600.00
KDEN+	0%	\$0.00
KDVR+	15%	\$11,700.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	20%	\$15,600.00
KUSA	25%	\$19,500.00
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/25/12	09/25/12	ABC Tue C ABC Tue C	CA	9P-10P	- T- - - - -	:30	1	\$7,000.00	P2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- T- - - - -		1				\$7,000.00		0.00			
N 2	KMGH	09/22/12	09/22/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P	- - - - - S-	:30	1	\$1,600.00	P2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S-		1				\$1,600.00		0.00			
N 3	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys Prime Time Emmys	CA	7P-10P	- - - - - S	:30	1	\$7,000.00	P1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S		1				\$7,000.00		0.00			
Totals													3	\$15,600.00	